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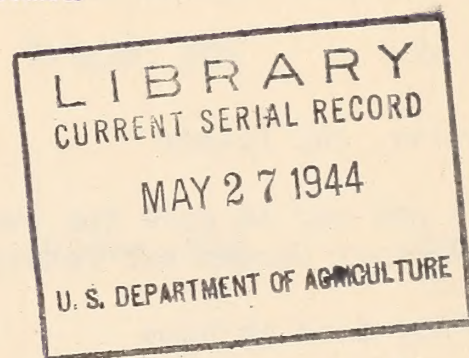
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CAMPAIGNS REPORT NO. 15

July 22, 1943

PRICE AND RATIONING CAMPAIGN

<u>Subject</u>	<u>Assigned</u>	<u>Status</u>
(See Campaigns Report No. 14 for pending materials. New materials listed below.)		
<u>RADIO</u>		
Consumer Time - "Home Front Pledge" (to be broadcast July 31)	FDA Dickey	In clearance.
<u>PUBLICATIONS</u>		
Consumers' Guide Newsletter		
"Standard Bearer" (the place of standards in price control)	FDA Solomon	In clearance.
"Coffee in Every Pot"		
"Price Ceiling Picture"		
"Rent Control"		
"Ceilings on Clothing and Consumer Goods"		
"Cars Continue to be a Worry"		
"Turning on the Heat" (oil rations)		
"Consumer Calendar" (ration dates)		
<u>Fact Sheets</u>		
No. 25 - Lawyers in OPA	OPA	Completed.
No. 26 - Operation of Ration Banking		
No. 27 - Rent Control		
No. 28 - Institutional Users of Rationed Food		
UP column - "Home Canning Under Ration Rules"	Hennify	Being written.



FARM SUPPLIES AND TRANSPORTATION CAMPAIGN

Pressure canner rationing system revised	Lewis	Released July 20
Report on pressure canner production	WPB	Released July 16
Temporary distribution program on farm machinery	Lewis	In clearance

(Other items listed as completed or ready for distribution in last week's round-up have been released or put into distribution.)

Subject

Assigned

Status

VICTORY GARDENS AND HOME FOOD PRESERVATION CAMPAIGN

RADIO

Victory Garden Program (Blue) - "Storing
Vegetables for Winter"

Hemphill
Moore
Dullars

In preparation
for July 26

Garden Gate (CBS) - "How to Keep the Crops"

Hambidge
DuMars

In preparation
for July 24

Farm Flashes

When Work in Beans

Briggs

In clearance

Homemakers' Chat

How to Store Your Canned Garden Vegetables

Wharton

Cleared

Vegetable Planting

Douglass

Cleared

Salting and Drying Corn

Overby

In preparation

Glass-Jar Crack-Up

Douglass

In preparation

Storeroom for Root Vegetables

Wharton

In clearance

PRINT

Canning tomatoes. ANI folder

DENHE

In press

Corn drying - one way to save the surplus
from your Victory Garden ANI folder.

Davis

In preparation

Four ways to dry food at home

DENHE

In preparation

NUTRITION & FOOD CONSERVATION CAMPAIGN

Worked with SOMAN'S HOME COMPANION
on nutrition ideas for November.

Nichols

Finished

Material and angles discussed with
HAMPER'S BAZAAR

Nichols

Finished

Disney infant feeding posters
requested by JOURNAL OF LIVING.

Wheeler

Finished

Some magazine wants story on subject.

Perry

Assigned

Material on nutrition campaign to
Federal Advertising Agency

Nichols

Sent

Possibility of making a dart target game
out of nutrition discussed with Carrom Co.

Nichols

Tentative

<u>Subject</u>	<u>Assigned</u>	<u>Status</u>
Material on food waste to OWI for August Radio War Guide.	Nichols	Finished
Nutrition Notes to OWI for use in rural press, woman's page releases, etc.	Fairfield	Finished
Homemaker's Chat on Cottage Cheese.	Douglass	In clearance
For UP - "Proteins in Your Diet", "Summer Salads."	Hagen	Finished
Soya Flour and Grits in Wartime Meals.	Davis, ARA	In clearance

ANTI-BLACK MARKET CAMPAIGN

<u>For Secretary's Annual Report</u> Summary of Black Market Problem and actions taken	Rowell, FDA	In clearance
<u>Leaflet</u> "The Farmer Grades His Meat", a practical handbook, with pictures -- for distribution to farmers	Briggs, FDA	In clearance
<u>Multilith</u> "Federal Stamps and Labels on Meats" -- a single page, bringing together information on Federal stamps and labels on meat, -- as well as information on U.S. Grades of meat.	Miller, FDA	Completed - rerun has been ordered

OVERALL FOOD CAMPAIGN

<u>Clip Sheet</u> "Better" Gives Way to "Still Better"	BPISAE-OI	In clearance
Sweetpotato Growers Must Search for Storage Crates	BPISAE	In clearance
<u>Release:</u> Saving the Sweetpotato is a Matter of Storage, Care, and Air	BPISAE	In clearance
Timetable still tentative		

PRODUCTION GOALS CAMPAIGN

<u>Radio</u> Squabs Provide Choice Meat	Burch	Cleared
Poultry Improvement Plan Modified	Burch	Cleared
Culling Poultry for Conservation	Burch	In preparation
Salvage Wax Now	E&PQ - OI	Issued

Subject	Assigned	Status
<u>Press</u>		
Honeybees	EAPQ	Cleared
Background Statement on Soybeans	Mrs. Beckman	In clearance
Background Statement on Rice	Mrs. Beckman	In clearance
Material on soybeans for Overseas Branch, OWI, Motion Picture	Mrs. Beckman	Completed
<u>Farm Flashes</u>		
Small Farmer's French Silo	Fox, FSA	In clearance
Chick-Raising Farm Boys	Fox,	" "
Wartime Hay Rations	Reynolds, OI	" "
Stretching Hog Protein	"	" "
Hog Protein Supplements	"	" "
Sweetpotato Storage Need	"	" "
Building Storage for Sweets	"	" "
Remodeling Sweetpotato Storage	"	" "
Salvage to Save Feed	"	" preparation
Good Crops for Silage	"	" "
How Make Silage	"	" "
Types of Silos	"	" "
Temporary Silos	"	" "
Cash in Care for Cotton	Molohon, FDA	" "
When to Harvest Peanuts	Reynolds	Cleared
New Call for Beeswax	"	"
Beeswax Salvage Tips	"	"
Beeswax Salvage Progress	"	"
<u>PA AND INS</u>		
Food through Machine Sharing	Fox, FSA	In clearance
<u>Farm and Home</u>		
July 28 -- Longer Grazing: More Milk Wallace Kadderly	Heinen	In preparation
July 27 -- Hot Weather & Work Stock Wallace Kadderly	Burch, ARA	In preparation
<u>ADDITION TO OVERALL FOOD CAMPAIGN</u>		
<u>Farm Flashes</u>		
Turkeys for Fighters	Molohon, FDA	In preparation
<u>PA AND INS</u>		
Turkeys for Boys Overseas	Cohan, FDA	In preparation

<u>Subject</u>	<u>Assigned</u>	<u>Status</u>
<u>FARM LABOR CAMPAIGN</u>		
<u>RADIO</u>		
<u>Farm Flashes</u>		
Warning for new Farm Hands	Hartogensis, REA	In clearance
Training Victory Volunteers	Reynolds, OI	Cleared
Insurance for Summer Help	"	"
Victory Farm Volunteers	"	"
<u>Homemakers Chats</u>		
Women Labor Camps	Bailey	In preparation
Using Spare Time to Help Harvest	"	"
<u>PA and INS</u>		
Volunteers for Crop Rescue	Herndon, OI	Cleared
Fewer Hands on Farms	"	"
<u>Farm and Home</u>		
Women in the Bean Field - July 26 (Ruth Van Deman and Kadderly)	Bailey and Hancock	In preparation

MAGAZINES

Article for WAR DAD'S MAGAZINE	Hancock	Completed
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FIELD TRIPS

Plans made to visit all States talk over local labor and other information programs	Fulghum	Visited 4 Southern States
	Schlup	Trip scheduled to visit 9 Western States
		Other trips being planned.

(See campaigns report for July 15 for pending materials.)

